

Rep Order# 8879624 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 37565

Printed: 10/12/2012 10:47 AM
Last Received: 10/12/2012 10:26 AM
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS
Advertiser () HMP / AFSCME
Product Issue
Estimate# 2028
Buyer Laura Bassett
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 138/143/2028
Flight Dates 10/11/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

HOUSE MAJORITY PAC/ AFSCME *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

LET'S TRY THIS AGAIN. LET ME KNOW.
THANKS
MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TH-F,M-W	600A-700A	8 NEWS NOW AT 6A V3 More than 2 codes changed V5 More than 2 codes changed	:30	\$1,400.00	10/11-10/17	2	1	2	\$2,800.00	
	*2	TH-F,M-W	700A-900A	CBS THIS MORNING V3 More than 2 codes changed V5 More than 2 codes changed	:30	\$1,200.00	10/11-10/17	2	1	2	\$2,400.00	
	*3	SA	500A-700A	CBS THIS MORNING SATURDAY V3 Comment Changed, Rate Changed	:30	\$600.00	10/13-10/13	1	1	1	\$600.00	
	*4	SU	500A-530A	EYE ON WASHINGTON V3 Comment Changed, Rate Changed	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
	*5	TH-F,M-W	900A-1000A	LIVE! WITH KELLY V3 More than 2 codes changed V5 More than 2 codes changed	:30	\$1,200.00	10/11-10/17	3	1	3	\$3,600.00	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*6	TH-F,M-W	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,300.00	10/11-10/17	2	1	2	\$2,600.00	
		V3 More than 2 codes changed										
	*7	TH-F,M-W	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$900.00	10/11-10/17	0	0	0	\$0.00	
		V3 Comment Changed, Spots/week Changed										
	*8	TH-F,M-W	200P-30CP	THE TALK	:30	\$900.00	10/11-10/17	0	0	0	\$0.00	
		V3 Comment Changed, Spots/week Changed										
	*9	TH-F,M-W	300P-40CP	ELLEN	:30	\$1,600.00	10/11-10/17	2	1	2	\$3,200.00	
		V3 More than 2 codes changed										
	10	TH-F,M-W	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/11-10/17	3	1	3	\$4,800.00	
	*11	TH-F,M-W	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/11-10/17	4	1	4	\$6,800.00	
		V3 Comment Changed, Spots/week Changed										
	*12	SA	500P-53CP	8 NEWS NOW AT 5PM-SUN	:30	\$2,500.00	10/13-10/13	2	1	2	\$5,000.00	
		V3 More than 2 codes changed										
	*13	SA	630P-70CP	8 NEWS NOW AT 630PM-SUN	:30	\$2,500.00	10/13-10/13	1	1	1	\$2,500.00	
		V3 More than 2 codes changed										
	*14	TH-F,M-W	700P-80CP	ET/INSIDER	:30	\$3,500.00	10/11-10/17	2	1	2	\$7,000.00	
		Sales Remark: V9 ,,										
		V3 More than 2 codes changed										
		V9 More than 2 codes changed										
	*15	F	900P-1000P	CSI NY	:30	\$10,000.00	10/19-10/19	1	1	1	\$10,000.00	
		V3 More than 2 codes changed										

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Fax#	

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Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

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	*16	SA	800P-1000P	BLUE BLOODS	:30	\$3,500.00	10/13-10/13	0	0	0	\$0.00	
		V3 Comment Changed, Spots/week Changed										
	*17	SU	800P-900P	AMAZING RACE	:30	\$20,000.00	10/14-10/14	0	0	0	\$0.00	
		V3 Comment Changed, Spots/week Changed										
	*18	TH-F,M-W	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/11-10/17	3	1	3	\$8,100.00	
		V3 More than 2 codes changed										
		V5 More than 2 codes changed										
	*19	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,500.00	10/13-10/14	1	1	1	\$1,500.00	
		V3 Comment Changed, Rate Changed										
	*20	TH-F,M-W	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/11-10/17	3	1	3	\$3,600.00	
		V3 More than 2 codes changed										
		V5 More than 2 codes changed										
	*21	TH	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,300.00	10/18-10/18	1	1	1	\$1,300.00	
		V3 Added										
		V5 More than 2 codes changed										
	*22	TH	300P-400P	ELLEN	:30	\$1,600.00	10/18-10/18	1	1	1	\$1,600.00	
		V3 Added										
		V5 More than 2 codes changed										
	*23	TH	1000P-1100P		:30	\$8,500.00	10/11-10/11	1	1	1	\$8,500.00	
		Buyline Comment: PERSON OF INTEREST										
		V3 Added										

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	*24	SU	400P-500P		:30	\$700.00	10/14-10/14	1	1	1	\$700.00	
				Buyline Comment: ELECTRIC PLAYGROUND								
				V3 Added								
	*25	TU	900P-1000P		:30	\$8,500.00	10/16-10/16	1	1	1	\$8,500.00	
				Buyline Comment: NCIS LA								
				V3 Added								

---REPORT TOTALS---

Report Totals: 38 / \$85,500.00

---SALES MONTHLY TOTALS---

Oct 12: 38 / \$85,500.00

Sales Totals: 38 / \$85,500.00

Station Totals: 38 / \$85,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$285,000	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+